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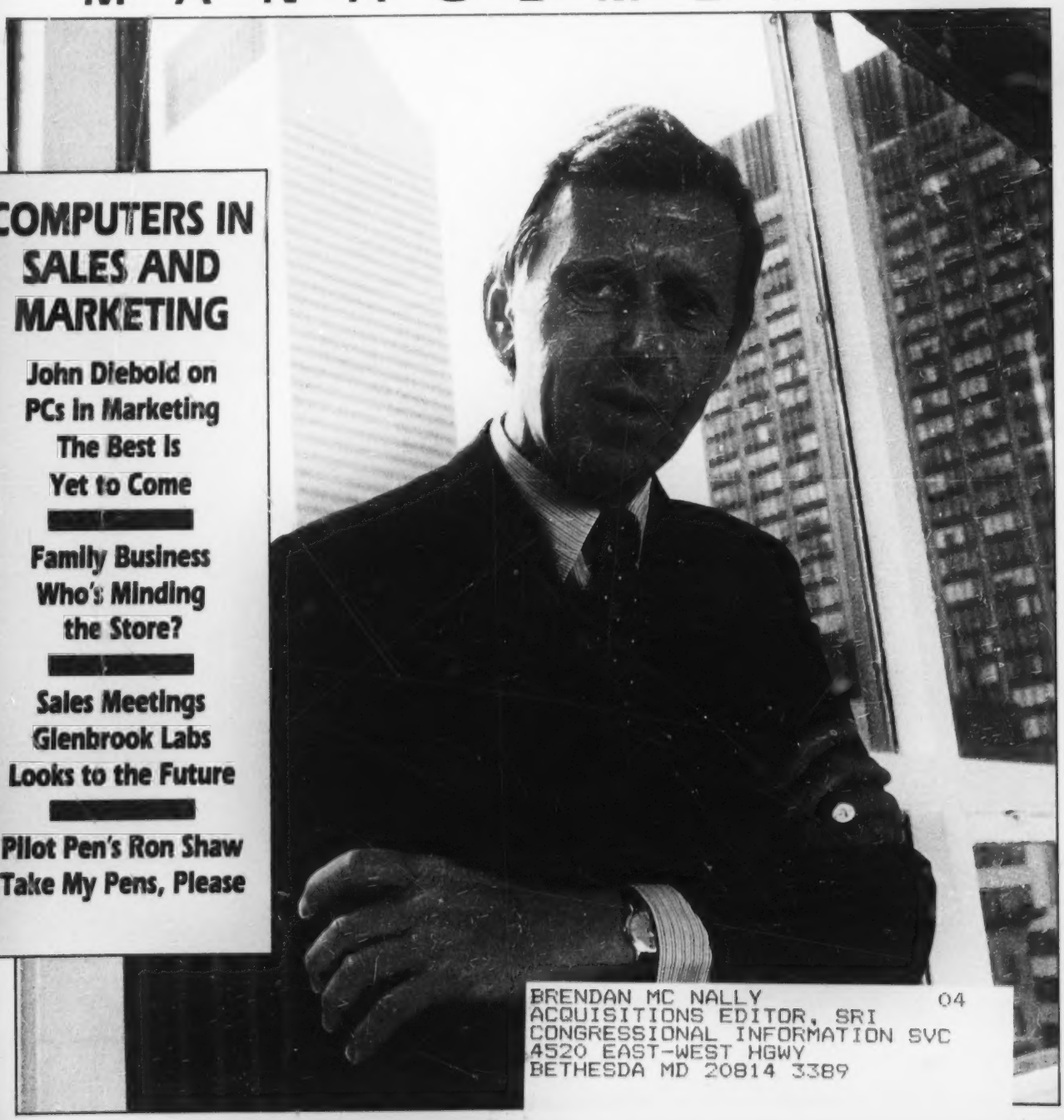
Sales and Marketing MANAGEMENT



COMPUTERS IN SALES AND MARKETING

John Diebold on PCs in Marketing
The Best Is Yet to Come

Family Business
Who's Minding the Store?

Sales Meetings
Glenbrook Labs Looks to the Future

Pilot Pen's Ron Shaw
Take My Pens, Please

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Sales and Marketing MANAGEMENT

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Cover:
This month, S&MM interviews John Diebold, who shares his thoughts on what the future holds in store for PCs and their use by salespeople and marketers.

Cover photo: Harry Benson

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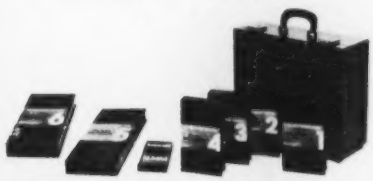

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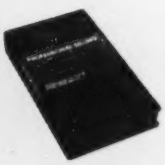

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ed a direct sales force to complement the telemarketing it previously relied on exclusively.

As Microsoft and Lotus positioned themselves to invade each other's turf, the former hiked marketing outlays 47%, the latter 37%. Apple's 30% marketing boost reflected several new products designed to sharpen its Macintosh thrust into corporate markets.

Trading sales tips via computer

Salespeople in remote field locations are always hungry for tips from their peers on successful strategems for closing difficult orders. Coin Financial, Norcross, GA, which designs and markets automation systems for loan processing, uses a computerized voice messaging system to make such tips instantly available to its 40 field sales representatives.

"We have a 'Victory' mailbox where sales reps call in and report their most effective sales tips and closing techniques," says director of sales administration Paul Shanahan. "One rep recently had a client who wanted to pay $30,000 for a product that cost $35,000. After the rep broke the $5,000 down into a cost-per-day over five years, the client agreed to the full price.

"The rep then got on our voice message system and told the story of how he made the sale. It so happened that another sales rep who was in a similar situation picked up the message and used the same method to close his sale. This kind of thing happens at least twice a month."

Coin's system is a computerized one that enables subscribers to send

Computer highlight

IBM and AT&T make a difference

The weight of IBM and AT&T in the information processing market is underscored in the first report of a new statistical service offered by the Gartner Group. The Stamford, CT, information specialists report that data processing revenues rose a modest 7.3% last year, but when IBM's 2.4% rise is scrubbed, industry revenues surged 12%.

Similarly, in telecommunications total revenues edged up only 4.4%. With AT&T's 2.5% decline out of the picture, sales climbed 8.7%.

The new service will track quarterly financial reports of 250 selected companies that, analyst Lock Pawlick claims, do 90% of the information processing business. He says the companies are those where "we have good visibility in breaking down their quarterly revenues into data processing, telecommunications, and electronic components, as well as seven data processing subsectors." Analytical emphasis will be on growth rather than market share.

Here's how Gartner sizes up the information processing complex:

	1986 Sales (Mil. $)	1986/ 1985	4 Q '86/ 4 Q '85
Industry Sectors			
Data processing	$111,339	+ 7.3%	+ 4.8%
Telecommunications	138,690	+ 4.4	+ 2.7
Electronic components	20,335	+ 4.6	+11.6
Total	**$270,364**	**+ 5.6%**	**+ 4.2%**
Data processing subsectors			
Mainframes	$ 17,824	+ 8.4%	+11.0%
Minicomputers	17,648	+ 4.7	+ 5.2
Microcomputers	7,627	+ 3.8	+ 1.3
Data communications	1,670	+18.9	+27.4
CAD/CAM/CAE	1,740	+14.8	+12.4
Software	8,154	+31.7	+29.3
Peripherals	27,954	+ 2.4	+ 4.9
Telecommunications subsectors			
Services	$110,274	+ 8.0%	+ 6.2%
Equipment	21,767	− 4.4	− 4.7

Note: Subsectors will not add up to sector totals at top because figures from some companies cannot be estimated from quarterly reports at this time.
Source: Gartner Group